

## ORDER



## Orders

Order / Rev:	55578
Alt Order #:	08863134
Product Desc:	LOVE/HOUSE/R
Estimate:	912918
Flight Dates:	09/12/12 - 09/18/12
Original Date / Rev:	09/11/12 / 09/11/12
Order Type:	CIA - O

	<b>KTVX-TV</b>
Primary AE:	Continental Washington DC
Sales Office:	CNAT
Sales Region:	National

**Agency**

Name:	Smart Media
Buying Contact:	
Billing Contact:	
	814 King Street
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

## Advertiser

Name:	Mia Love
Demographic:	A35+
Product Codes:	US Congress
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	25	\$7,785.00	\$6,617.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$7,785.00	\$6,617.25	0.00
<b>Totals</b>	<b>25</b>	<b>\$7,785.00</b>	<b>\$6,617.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KTVX-TV	20%	\$7,785.00
Market	100%	\$38,925.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	30%	\$11,677.50
KSTU	10%	\$3,892.50
KUCW	0%	\$0.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	40%	\$15,570.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/16/12	09/16/12	Su 4p-430p Su 4p-430p	CM	4:00 PM-4:30 PM	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
TALKING PICTURES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----S	1	\$150.00	0.00								
E 2	KTVX	09/16/12	09/16/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00

Advertiser:	Mia Love
Product Desc:	LOVE/HOUSE/R
Estimate:	912918

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$175.00		0.00			
E 3	KTVX	09/16/12	09/16/12	This Week	CM	10:00 AM-11:00 AM	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				This Week		(10:00 AM-11:00 AM)									
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$150.00		0.00			
E 4	KTVX	09/12/12	09/12/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	--W----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 5p											
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1				\$165.00		0.00			
E 5	KTVX	09/14/12	09/14/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	----F--	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 5p											
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$165.00		0.00			
E 6	KTVX	09/18/12	09/18/12	ABC4 News at 5p	CM	5:00 PM-5:30 PM	-T-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 5p											
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$165.00		0.00			
E 7	KTVX	09/15/12	09/15/12	Sat ABC4 News @ 5p	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				Sat ABC4 News @ 5p											
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$175.00		0.00			
E 8	KTVX	09/12/12	09/12/12	ABC4 News at 4p	CM	4:00 PM-4:30 PM	--W----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 4p											
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1				\$165.00		0.00			
E 9	KTVX	09/14/12	09/14/12	ABC4 News at 4p	CM	4:00 PM-4:30 PM	----F--	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 4p											
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$165.00		0.00			
E 10	KTVX	09/18/12	09/18/12	ABC4 News at 4p	CM	4:00 PM-4:30 PM	-T-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 4p											
NEWS AT 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$165.00		0.00			
E 11	KTVX	09/13/12	09/13/12	ABC4 News at 430p	CM	4:30 PM-5:00 PM	---T---	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 430p											
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---		1				\$165.00		0.00			
E 12	KTVX	09/14/12	09/14/12	ABC4 News at 430p	CM	4:30 PM-5:00 PM	----F--	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 430p											
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$165.00		0.00			
E 13	KTVX	09/18/12	09/18/12	ABC4 News at 430p	CM	4:30 PM-5:00 PM	-T-----	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
				ABC4 News at 430p											
NEWS AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$165.00		0.00			
E 14	KTVX	09/12/12	09/12/12	Nightline	CM	10:35 PM-11:05 PM	---W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				M-F 1036p-1103p											
NIGHTLINE															

Order / Rev: 55578  
 Alt Order #: 08863134  
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Mia Love  
 Product Desc: LOVE/HOUSE/R  
 Estimate: 912918

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	09/12/12	09/12/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	--W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$200.00		0.00			
E 15	KTVX	09/13/12	09/13/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$200.00		0.00			
E 16	KTVX	09/17/12	09/17/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$200.00		0.00			
E 17	KTVX	09/18/12	09/18/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	PT-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$200.00		0.00			
E 18	KTVX	09/12/12	09/12/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	--W----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----					1	\$200.00		0.00			
E 19	KTVX	09/13/12	09/13/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$200.00		0.00			
E 20	KTVX	09/14/12	09/14/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$200.00		0.00			
E 21	KTVX	09/18/12	09/18/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$200.00		0.00			
E 22	KTVX	09/13/12	09/13/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ACCESS HWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$175.00		0.00			
E 23	KTVX	09/18/12	09/18/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	PT-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ACCESS HWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$175.00		0.00			
E 24	KTVX	09/16/12	09/16/12	ABC4 News at 10pm Su Su 10p-1030p	CM	10:00 PM-10:35 PM	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 25	KTVX	09/17/12	09/17/12	Mon Reg 3 Castle 9-10p	CM	9:00 PM-10:00 PM	M-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
CASTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$3,200.00		0.00			
													Totals	25	\$7,785.00